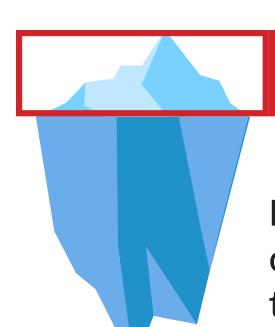
## THE ICEBERG MODEL



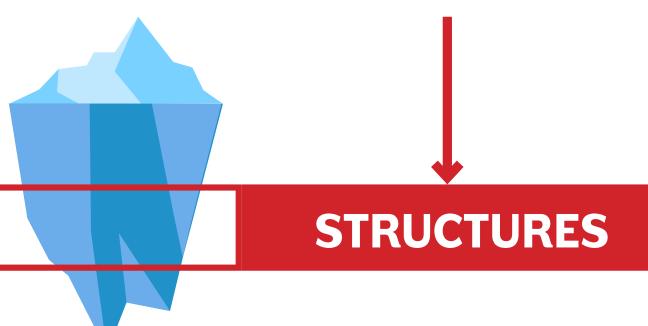
**EVENTS** 

Events: Surface level issues and challenges we see and hear around the core issue we're exploring.

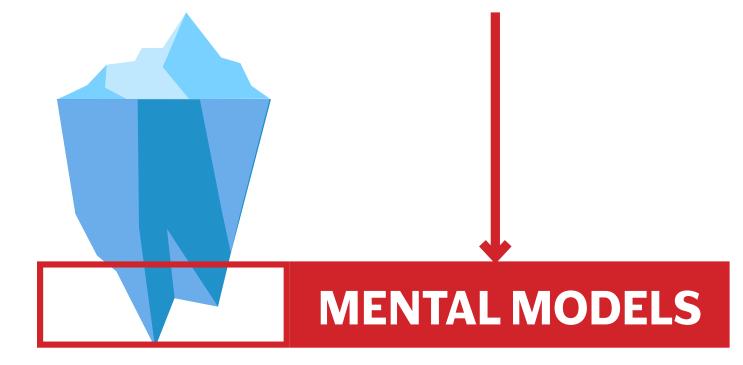


**PATTERNS** 

The Patterns: If we look just below the event level, we often notice patterns. What keeps happening?



Systemic Structures: "What is causing the pattern we are observing?" The answer is usually some kind of structure.



Attitudes, beliefs, morals, expectations, and values that allow structures to continue functioning as they are. These are the beliefs that we often learn subconsciously from our society or family and are likely

Z.I.P

ANALYSIS

## **ZOOM IN**What could

What could be magnified and explored more

unaware of.

## INNOVATION OPPORTUNITY Or way to intervene to improve system

PROBLEM AREA
Or tricky areas to navigate

Write a brief description of your ZIP leverage points

7			



